



## *Report to the Auburn Urban Development Authority*

Action Item

Agenda Item No.

3

City Manager's Approval

**To:** Chairman and Authority Members  
**From:** Authority Member Keith Nesbitt  
**Date:** February 14, 2011  
**Subject:** Ad Hoc Streetscape History and Art Advisory Committee

### The Issue

Shall the AUDA approve tiles and inserts for Central Square and the Endurance Capital zones?

### Conclusion and Recommendation

1. Approve:
  - A) eight (8) inserts to be placed in the brick pillar located in the "Endurance Zone"
  - B) 11 tiles in the "Endurance Zone" as recommended by SHAAC.
  - C) 2 additional tiles as requested by the Endurance Capital Committee
2. Approve 10 tiles at Central Square as recommended by the SHAAC.
3. Approve a "not to exceed" amount of \$6,755.00.

### Background

The Streetscape History and Art Advisory Committee (SHAAC) held a meeting on January 27th. At that meeting, the SHAAC heard a presentation from Leadership Auburn about the interpretive Kiosk. SHAAC learned that the kiosk will have the capability to embellish upon the names and events that will eventually be chosen to engrave in some of the tiles at Central Square. This was important, as the maximum amount of characters that can be engraved in the tiles ranges from 250-300 max. (including spaces). Thus, the names can have a synopsis engraved on the tile, with the expanded version available at a future date on the kiosk. The Leadership Auburn class will return to a subsequent SHAAC meeting to spell out the business plan for the kiosk.

SHAAC also heard a proposal from the Endurance Capital Committee and heard recommendations from Michael Otten (Historical Society rep.) on tiles to be engraved in the "Endurance Zone", and Central Square, respectively. The Endurance Capital Committee has proposed to engrave 11 sidewalk tiles in the "Endurance Zone" (across High Street from the main Central Square) and to place 8 inserts in the brick pillar in the "Endurance Zone". There would be 4 large inserts with a cost of \$425.00 each, and 4 smaller inserts at a cost of \$340.00 each. The Endurance Capital Committee has secured funding commitments from Western States Run, the Western States Trail Foundation, Brad Kearns, Lisa Kodl, and The Robie Foundation in the total amount of \$3,330.00. SHAAC approved the recommendations to AUDA as noted in Exhibits A-G. Subsequent to the SHAAC recommendation, the Endurance Capital Committee has been asked by the contributors to add 2 additional tiles (In italics as listed in Exhibit B). SHAAC recommendations for the Central Square tiles are shown in Exhibit H.

**Note: The exhibits explain the significance of the people, places, or events to be honored. The actual synopsis of what will be engraved on the tiles will provided once AUDA has provided approval of the names, places, and events.**

The inserts will be made of the same non-fading, high pressure laminate as the other streetscape interpretive signs. The tiles for the Little League and Stacy Dragila will be located in the "sports zone" across from the main Central Square (in front of Wells Fargo bldg.) The allowance for engraving these tiles in Phase I, as approved by AUDA is \$8,000. An estimate to engrave one paver on site was presented to the council in July, and it was \$300.00. This price could vary, depending upon the number of tiles to be engraved, and the amount of text contained in the tiles. \$250.00 - \$300.00 per tile is the likely unit cost for engraving the tiles. We will use \$300.00/tile in determining a "not to exceed" amount for the sake of this recommendation.

**Estimate:**

1. Endurance Zone – 4 large inserts @ \$425.00 ea.	\$1,700.00
4 smaller inserts @ \$340.00 ea.	\$1,360.00
11 engraved tiles @ \$300.00 ea.	\$3,300.00
2 additional tiles @ \$300.00 ea.	\$600.00
Shipping for inserts (max.) \$125.00	\$125.00
2. Central Square - 10 engraved tiles at \$300.00 ea.	<u>\$3,000.00</u>
<b>Total</b>	<b>\$10,085.00</b>
<b>Minus \$3,330 contributions from others</b>	<b><u>\$3,330.00</u></b>
<b>Total AUDA "not to exceed"</b>	<b>\$6,755.00</b>

**Alternatives Available to Council:**

1. Approve fewer names, places, or events to be engraved.
2. Do not approve inserts, engraving, or funding

**Fiscal Impact**

A "not to exceed" amount of \$6,755.00 from AUDA funds. (To be determined by council's decision)

**Exhibits:**

Exhibits A- H attached.

## Granite Tile Text

### Endurance Zone in Central Square • Auburn, California

*Note: text with greater than 300 words and spaces is noted in parentheses.*

#### **Bob Watson**

Born in 1854, Bob “The Trail Blazer” Watson was an early conservationist, mountaineer, and the first Tahoe City Constable. For his entire life, Watson explored and guided many others on the Western States Trail.

#### **Wendell Robie**

Born in 1895, Wendell Robie was an Auburn businessman, outdoorsman, visionary, and benefactor. In 1955, he founded what is now known as the The Tevis Cup – 100 Miles, One Day Trail Ride, when he and four others rode the Western States Trail in less than 24 hours. The Wendell & Inez Robie Foundation continues to maintain and preserve trails and related facilities in the Auburn region.

#### **Lincoln “Nick” Mansfield , Bill Patrick, Pat Sewell, Dick Highfill**

These were the additional four members who rode with Wendell Robie on the first trail ride from Lake Tahoe to Auburn, finishing under 24 hours, and verifying Wendell’s challenge to equestrians world-wide that this was an achievable feat.

#### **Drucilla Barner (461)**

Born in 1914, Drucilla Barner was the creative force, dedicated volunteer and gracious presence of the Tevis Cup. She was also the inspirational spark behind the Western States Endurance Run, the first woman to win the Tevis (1961), and the first woman to achieve a 1,000-mile buckle for 10 Tevis Cup finishes. The Drucilla Barner Foundation teams up with other organizations to help maintain and preserve trails and related facilities in the Auburn region.

#### **Charles Barieau**

Born in 1916, Charles Barieau was a prolific Auburn endurance event historian and photographer. He captured early images of the Tevis Cup, the Western States Endurance Run, and the Lincoln Highway (the first transcontinental highway in the U.S.).

#### **Betty Veal, R.N.**

Born in 1927, Betty Veal, a lifelong endurance rider and Appaloosa horse breeder, was the first Secretary of the Tevis Cup and a longtime Western States Endurance Run Trustee and volunteer. She helped thousands achieve their Western States Trail event finishes.

#### **Paul Reese (393)**

Born in 1917, Paul Reese was a war veteran, educator, elite competitor, race founder, ultra running pioneer, and author. In 1990, at age 73, he ran across the U.S., (3,192 miles in 124 days). Seven years later he finished running across all 50 states (7,646 miles). “Part of the beauty of running is being outdoors” Reese said “I don’t wear socks when I run. I like being closer to the Earth.”

#### **Richard Barseleau, D.V.M.**

Dr. Barseleau, acclaimed lecturer, clinician, judge, poet, and author, set up the first horse examination criteria for the Tevis (1957). He finished the Tevis 14 times and is a past Tevis Board of Governors member.

#### **Wendell & Inez Robie Foundation (361)**

Established 1981, this foundation is dedicated to the acquisition, construction and preservation of existing historic trails and staging areas for public benefit throughout the Sierra Nevada Mountains and foothills from Lake Tahoe to Auburn. In 1990, the Foundation purchased the Robie Equestrian Park near Lake Tahoe and built a trail to connect the Park to the Western States Trail. Working with other foundations and volunteers, the Foundation has raised over one million dollars. It is often said, “All Trails lead to Auburn.”

## **Granite Tile Text**

### **Endurance Zone in Central Square • Auburn, California**

#### **Wendell & Inez Robie Foundation** *(example of abbreviated version with 257 words & spaces)*

Established 1981, this foundation is dedicated to the acquisition, construction and preservation of the historic network of trails from Lake Tahoe to Auburn. It has raised over one million dollars for these projects, which include the Robie Equestrian Park.

#### **Gordy Ainsleigh (807)**

**On Aug. 3, 1974, encouraged by Drucilla Barner, the first woman to win the Tevis Cup and** secretary of the Western States Trail Foundation, Gordy Ainsleigh took off from Squaw Valley along with the horses of the Western States 100-Mile One Day Trail Ride. His goal: To cover the entire 100 miles of the Western States Trail on foot. Twenty-three hours and forty-two minutes later, after surviving temperatures that reached 107 degrees, Ainsleigh arrived at the finish line in Auburn, becoming the first runner to ever complete the 100 miles from Squaw Valley to Auburn. What Ainsleigh called “a defining moment” in his life became the defining moment of a sport as well. His finish sparked the trail running movement and led to the first official running of the Western States 100-Mile Endurance Run in 1977.

#### **Bob Lind, M.D. (775)**

In 1977, Dr. Robert Lind, after inadvertently becoming Gordy Ainsleigh’s medical advisor during Ainsleigh’s historic 1974 run, became the first official medical advisor for the Western States 100-Mile Endurance Run. He was a member of the first Western States Endurance Run Board of Governors, became the race’s medical director until his retirement in 2006, and proved instrumental in building the run’s reputation as a national and worldwide leader in medical endurance sports research. In addition to his role as the run’s official “shotgun” starter for many years, Dr. Lind was known for his commonsense medical approach. “You look into their eyes,” he once said of knowing when to dispense medical attention to runners, “and see if the soul is separating from the body.”

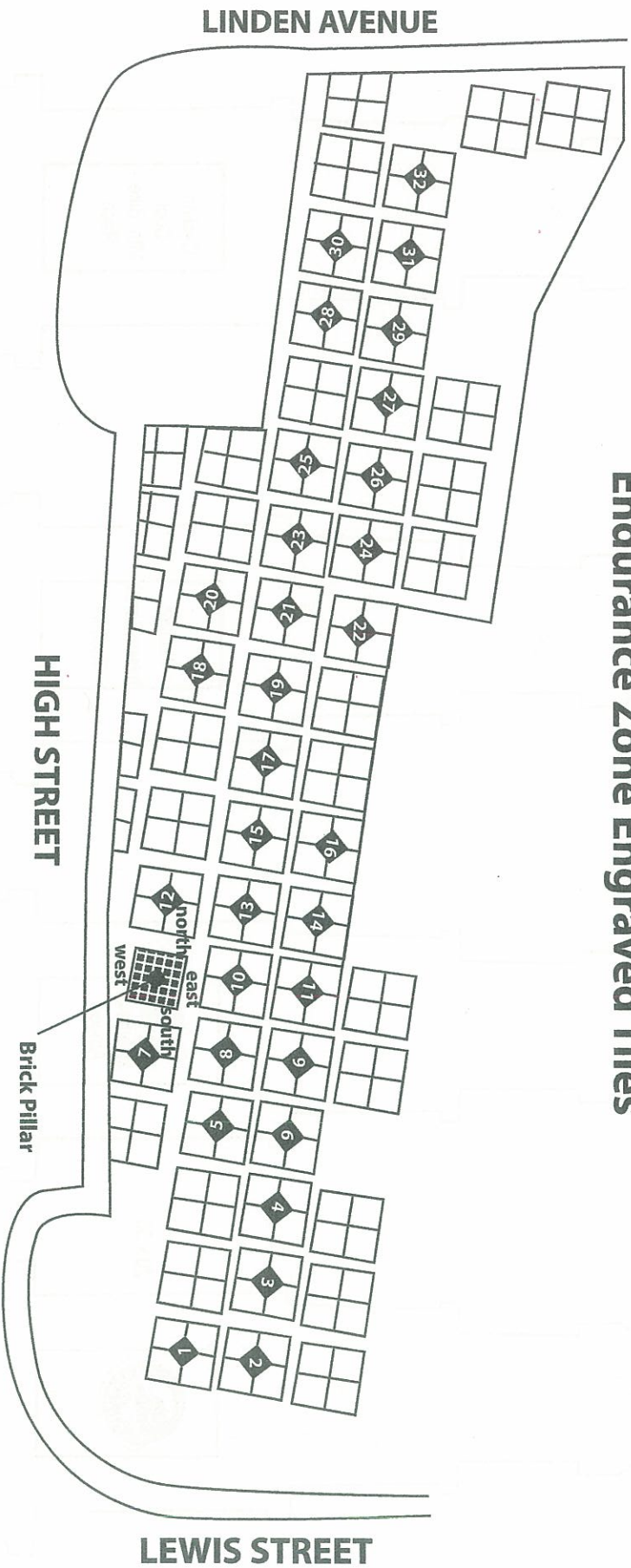
#### **Mo Livermore, Shannon Weil, Curt Sproul, Phil Gardner (797)**

The foursome were original members of the fall 1977 Board of Governors for the Western States Endurance Run, as efforts began in earnest to create a running event separate from the Western States 100-Mile Trail Ride. A spirited, year-long effort culminated in June 1978, when an independent event, the Western States 100-Mile Endurance Run, was held and 63 runners from across the country participated. The 1978 event, which featured 21 aid stations and six medical checks, set the standard for subsequent Western States runs and 100-mile races throughout the country. Through the creativity and vision of Livermore, Weil, Sproul and Gardner, the race quadrupled in size in two years, becoming a national phenomenon. Of the race’s future in 1977, Weil said it best: “This race is going to be BIG.”

#### **Antonio “Tony” Rossmann (793)**

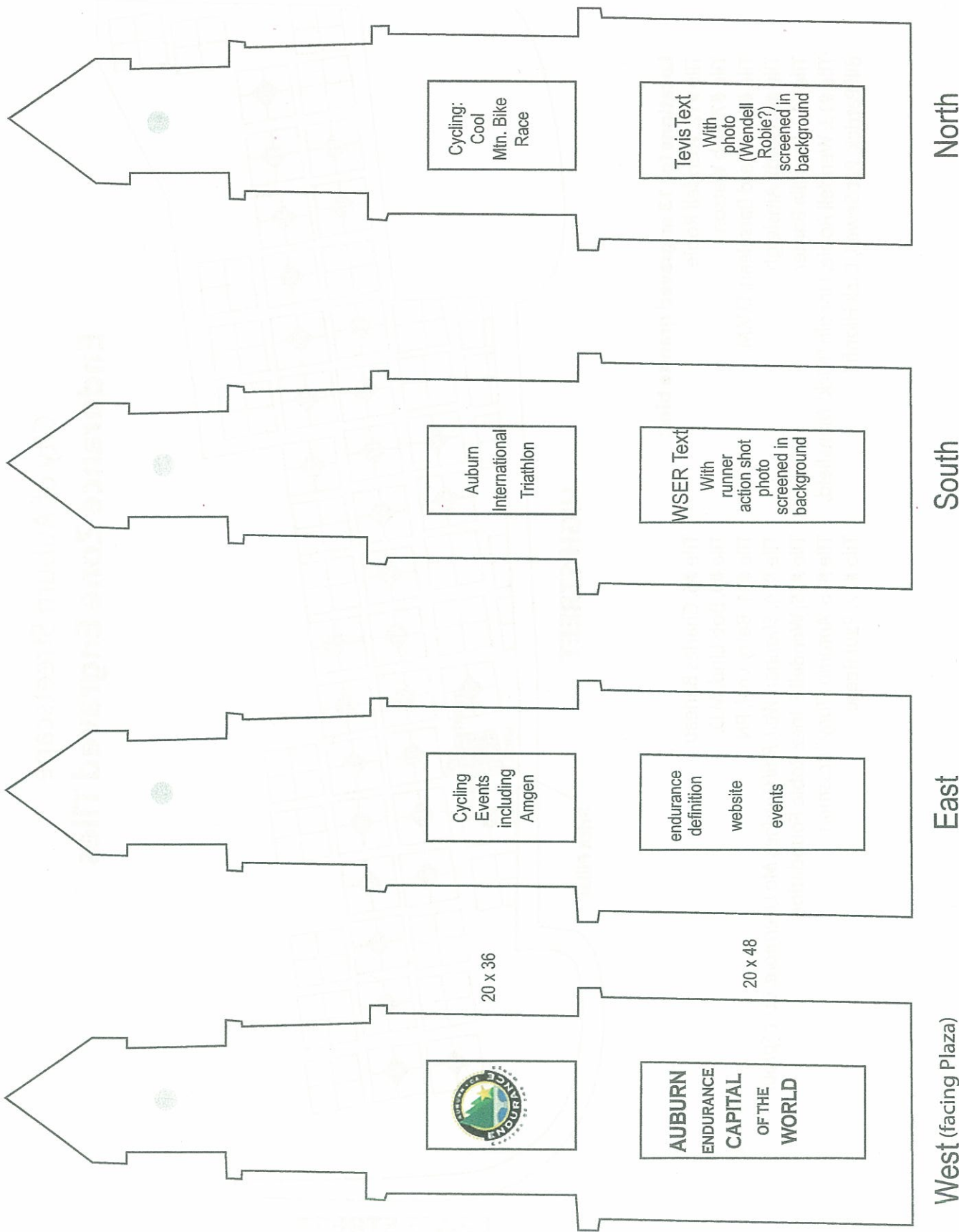
One year after his first Western States Endurance Run, Tony Rossmann began his tenure as a Run trustee in 1986. He has proven to be a modern-day version of Robert Montgomery Watson, “a pathfinder” whose work has been instrumental in ensuring that the Western States Trail remains a public resource. Rossmann, a top land use attorney, spearheaded a four-year effort that culminated in the 1988 agreement with the U.S. Forest Service to permit both the Western States Run and Trail Ride to continue their historic use of the Granite Chief Wilderness Area. Rossmann oversaw conversion of the Run to a charitable foundation, the listing of the Western States Trail in the National Register of Historic Places and coordinated Congressional designation of the Western States National Historic Trail.

# City of Auburn Streetscape Endurance Zone Engraved Tiles



## Locations for 13 engraved granite tiles:

- |  |   |
|--|---|
| Tile #12. Wendell Robie                            | Tile #6. Charles Barieau  |
| Tile #7. Bob Watson                                | Tile #9. Bob Lind, M.D.   |
| Tile #5. Richard Barseleau, D.V.M.                 | Tile #11. Betty Veal, RN  |
| Tile #8. Gordy Ainsleigh                           | Tile #14. Shannon Weil, Phil Gardner, Mo Livermore, Curt Sproul |
| Tile #10. Drucilla Barner                          | Tile #15. Wendell & Inez Robie Foundation                       |
| Tile #13. Wendell Robie, Lincoln "Nick" Mansfield, | Tile #16. Antonio "Tony" Rossman                                |
| Bill Patrick, Pat Sewell, Dick Highfill            | Tile #17. Paul Reese  |



NORTH



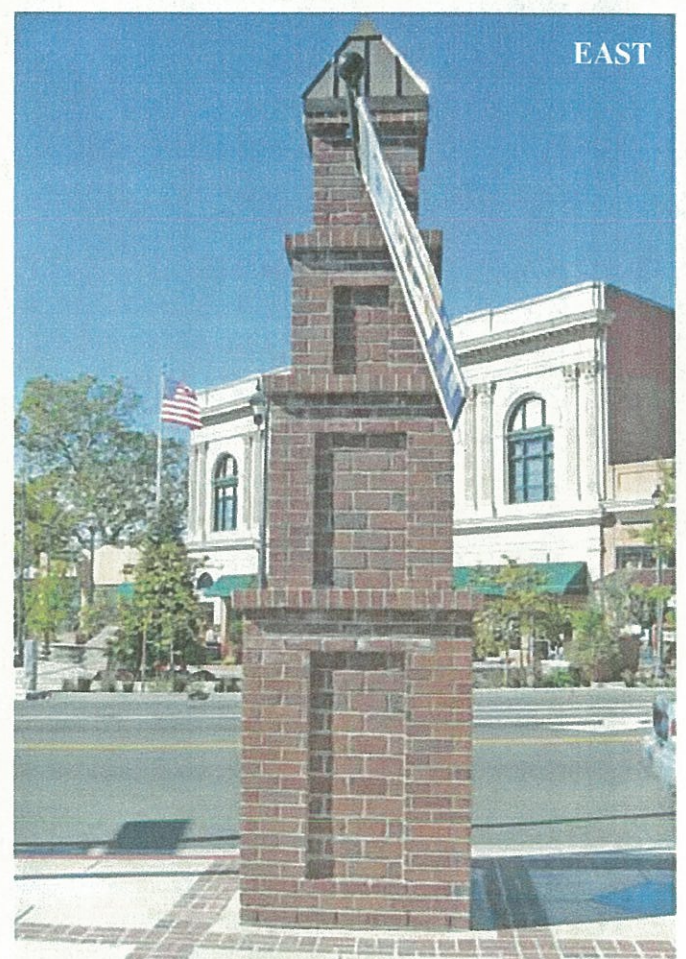
SOUTH



WEST



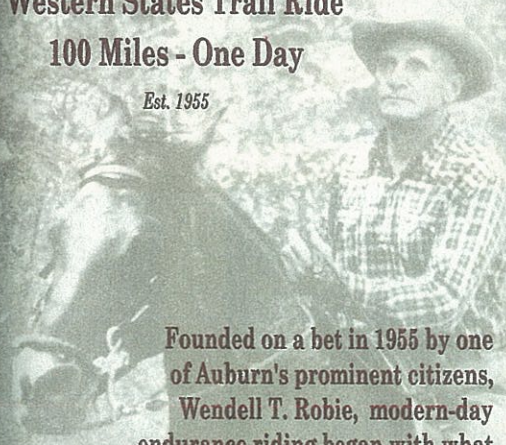
EAST



E

**"The Tevis Cup"**  
**Western States Trail Ride**  
**100 Miles - One Day**

*Est. 1955*

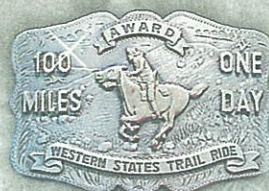


Founded on a bet in 1955 by one of Auburn's prominent citizens, Wendell T. Robie, modern-day endurance riding began with what is now called "The Tevis Cup."

Today there are hundreds of endurance riding events throughout the nation and around the world that rely upon the methods and standards established by this event.

The Western States Trail Foundation is the proud sponsor of The Tevis Cup 100-Miles-One-Day Ride

Remember the words of Wendell T. Robie:  
"Ride a horse. Really ride!"



## Wendell & Inez Robie Foundation

Established 1981, this foundation is dedicated to the acquisition, construction and preservation of the historic network of trails from Lake Tahoe to Auburn. It has raised more than one million dollars for these projects, which include the Robie Equestrian Park.



Streetscape Endurance Zone

February 2011

**Proposal to City Council/ Redevelopment Agency**

The Endurance Capital Committee has been able to secure commitments for close to 50% of the funding for the Endurance Zone project. This includes the engraving of 13 sidewalk tiles and, to further display the story of the Endurance Capital, the use of inserts on the brick pillar which is also located in the designated "Endurance Zone" of the streetscape project.

The insets for the pillar would be made of the same non fading, high pressure laminate as the other streetscape Interpretive signs.

The financial contributors for this project include, The Western States Trail Foundation, The Wendell and Inez Robie Foundation, The Western States 100-Mile Endurance Run, Lisa Kodl-Cool Mtn Bike Race, and Brad Kearns- Auburn International Triathlon. These contributions will total \$3330.00

To summarize the cost of the project, we have the following elements:

Tile engraving – a maximum of \$300 each.	\$3900.00
Pillar insets- four lower and midsection insets at \$425 and \$340 each Plus \$125 shipping	\$3185.00
For the tiles and pillar inserts combined	\$ 7,085.00

*Of which \$3330.00 will be covered by private contributions.*

For details see attached documents:

- Sidewalk diagram with tiles numbered locations
- Text to be used for the engraving of the designated tiles
- Pillar photograph sample
- Pillar layout
- Example of the text and art for the "ride" brick pillar inset
- Cost estimate for production of high pressure laminate insets for the pillar

It is our hope that these items are completed and in place for all to see by May 17<sup>th</sup>.

Thank You,

Endurance Capital Committee



KVO INDUSTRIES INC.

1825 Empire Industrial Ct.  
Suite A  
Santa Rosa, CA 95403  
T 707 573 6868  
F 707 573 6888  
kvoindustries.com

Date October 14, 2010  
Quote # 6035  
Subject Price Quote  
Attention Carie Huff  
Address City of Auburn  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
Phone 530 823-4211 Fax 530 885-5508

- ☒ Initial Quote  
☐ Revised Quote  
☐ Firm Quote  
☐ "Ballpark" Quote  
☐ Hard copy in the mail

Thank you for the opportunity to provide you with this quotation for your project. Please review this quotation carefully and call us immediately if you have any questions or concerns. It is also important that you read and understand the attached terms and conditions.

ITEM	DESCRIPTION	UNIT	SUB-TOTAL
A	3 @ 20½" x 36" x ½" Ext. Grade High Pressure Laminate. - Includes four threaded inserts per panel for mounting - Includes digitally printed paper proof prior to production - Art supplied on disk to KVO's specifications.	\$340.00	\$1,020.00
A1 (option)	3 @ 20½" x 49" x ½" Ext. Grade High Pressure Laminate. - Includes six threaded inserts per panel for mounting - Includes digitally printed paper proof prior to production - Art supplied on disk to KVO's specifications.	\$425.00	\$1,275.00
B	Estimated shipping and handling depending on options		\$65 - \$125

**NOTES**

- Add sales tax if applicable.
- Project bid FOB your location via ground freight.
- Does not include any holes, inserts or mounting hardware unless noted above.
- Price includes standard file prep, we can provide file prep guidelines prior to production.
- Any revisions to your files once a project has started will incur additional charges (see attached terms and conditions).

## IMPORTANT TERMS AND CONDITIONS - PLEASE NOTE

### This quotation:

- Includes packaging and freight to your destination. Freight is based on ground service. Any rush shipping charges will be added to final invoice.
- Is quoted in US currency.
- **Does not include sales tax** unless specifically indicated or requested in quotation document.
- Does not include hardware, installation, or any other items not specifically listed in quotation document.
- Is offered for a period of 90 days from the date shown on quotation.
- **Terms are 1/3 down, 1/3 prior to shipping, with the final payment due net 30.** Exceptions are made based on specific circumstances that may include government agencies, municipalities, or other organizations where a deposit is not possible.
- Includes standard file preparation which includes flight checking files, checking image resolution, and ensuring files are complete including all necessary fonts and linked images. Additional file preparation, if necessary, will be billed at a rate of \$75.00 per hour. KVO will provide an explanation of the necessary work and an estimate prior to beginning any additional file work.

**PROOFING:** KVO Industries highly recommends using the appropriate proofing steps to ensure the final product arrives as intended. Please ask a sales representative to explain these steps in detail. Please note that these steps add to the turnaround time of a project but can reduce costly errors. **If proofing is waived by the client, KVO can not be held responsible for mistakes in the final product.** All KVO quotes include an initial color proof in unit pricing. Additional color proofing may be necessary in certain situations. If so, KVO will provide an estimate before proceeding with additional proofing. **Additional charges may be incurred if you supply new files or make any editorial revisions after initial proofing has been completed.**

**COLOR:** Every sign product can have specific color limitations. KVO uses the Pantone Color Matching System primarily, but can also match most custom colors as long as a color swatch is provided. **When providing final digital files to KVO a client approved color print is required for color reference.** Especially when four color process (CMYK) is utilized, a color proof for reference is absolutely critical for the production to begin. Because of the nature of the particular materials used by KVO it is normal that the final product may vary slightly in color from your original files or proofs. Color proofing is strongly recommended in all cases (see proofing statement above). Please contact a KVO sales representative to discuss your color expectations.

### DELIVERY:

- High Pressure Laminate has an estimated delivery time of 3 to 4 weeks from approval of KVO supplied color proofs.
- Porcelain Enamel has an estimated delivery of 6 to 8 weeks from client approval of KVO supplied color proofs.
- Standard KVO Framing systems have an estimated delivery time of 2 weeks depending on current inventory.
- Custom KVO Framing systems have an estimated delivery time of 6 to 8 weeks depending on style.
- NPS Framing systems have an estimated delivery time of 8 weeks depending on the style.
- **In all cases, allow 1 additional week for shipping unless expedited shipping arrangements have been made.**
- Please contact KVO for warranty information.

Thank you for the opportunity to quote your project needs. If you have any questions, please contact a KVO sales representative at 707-573-6868 for further details.

Best Regards,  
KVO Industries



Chris Howell  
Estimating

**If you would like to proceed with this project as outlined in this quotation, and agree to the above terms and conditions, please sign below and fax or mail to KVO Industries.**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Quote#

## Discover Your Own Gold in the Unique Auburn Adventure.

### People

**Samuel Holladay** (1822-1914) takes credit for the naming of Auburn in August 1849. Holladay said he felt it his duty after the miners by popular vote appointed him Alcalde (the first judge) the month before. It had been called Dry Diggings, Wood's Dry Diggings and North Fork Dry Diggings. Holladay said it fit with Auburn Businessman William Gwynn's recitation of the first line of Oliver Goldsmith's *Deserted Village*: "Sweet Auburn! Loveliest Village of the plains."

✓ **Jean Baptiste Charbonneau**: Son of Sacajawea and Toussaint Charbonneau, Jean Baptiste was the youngest member of the Lewis & Clark expedition and spent the largest chunk of his adult life in the Auburn area during the early Gold Rush era (1848-1966). He's the only infant to be depicted on an American coin. Pompeys Pillar in Montana and Charbonneau, Ore., are named for him. Among other jobs here he clerked at the Orleans Hotel.

✓ **Richard Barter** aka "Rattlesnake Dick" often makes the top 10 lists of bad guys of the Old West with the likes of Joaquin Murietta and "Black Bart." Barter, 26, was fatally shot in an Auburn gun battle July 11, 1859. George W. Martin, 33, a deputy tax collector, was also killed. Dubbed the "Pirate of the Placers," Barter was blamed for masterminding what turnout to be the biggest payoff in Wells Fargo Stagecoach lore.

✓ **Dr. John C. Hawver** was an Auburn dentist in the early 1900s who turned up a rich cache of fossils of now extinct creatures and early man in limestone caves that now bear his name across the American River in El Dorado County.

✓ **Claude Chana**, a French emigrant who came to California in 1846, traveling part of the way with the ill-fated Donner Party, is credited with the founding of Auburn by finding gold in the Auburn Ravine near where Old Town is today on May 16, 1848. He was with a couple of other Frenchmen and some Indians en route to Coloma where James Marshall made his historic discovery four months earlier, when they made their discovery. Chana put his gold into farming and is buried in Wheatland. His gravestone says only "Pioneer."

**Auburn resident Mark Beecher** hit it big in the Alaska Gold Rush and later wrote a newspaper column under the moniker "Klondike Ike". He and his wife, Esta, established the Auburn Community Foundation, the philanthropic organization that established the community "Beecher Room" at the Auburn Library in 1973.

**Mary Fay "Eulalie" Shannon** was the wife of John Shannon Jr., publisher of the Placer Democrat where some of her poetry made it into print during the Gold Rush. She is known as California's first woman poet.

✓ **Stacy Draglia**, an Auburn Native, became the first to win an Olympic Gold Medal in women's pole vaulting in 2000.

✓ **Clark Ashton Smith**, Auburn's "Hermit Poet," became a noted short story writer and poet and is honored with a plaque at the Auburn Library and with a street, Poet Smith Drive, in the Skyridge area.



## Discover Your Own Gold in the Unique Auburn Adventure.

### Events

✓ **Ophir** spoils Auburn's 4th of July events in 1872 by stealing the city's General Grant cannon.

✓ **First Passenger Train** arrives in Auburn May 13, 1865, according to some the second most notable event in city's history since Claude Chana's gold discovery 17 years earlier. More than 2,000 turned out to celebrate the Central Pacific Railroad's arrival. A special turnaround was built. The \$1 excursion special from Sacramento to Auburn was so popular three trains were run that day. The Auburn Greys militia led a parade accompanied by the Second California Calvary Band to a daylong picnic. Train passengers debarked from the Sacramento Street crossing to walk a half mile to a site that later became the location of Placer High School and Sierra Junior College. "It is a new beginning for a town where gold was discovered," declared local leader Jo Hamilton. "The railroad will be a new birth for the town."

**Largest Natural Disaster:** The American River flooding of December 1861 reportedly killed more than 100 persons, mostly Chinese, who lived along the American River, sweeping away bridges, mining equipment, flumes, lumber and machinery. The most chilling loss was the carrying away of 45 Chinese at Oregon Bar two miles below Auburn when the water hit 60 feet above the low water mark and 12 feet higher than ever recorded. Another 30 perished at a settlement at the confluence of the Middle and North Forks. Eleven drown near Junction Bar.

**Auburn's Red Light District** along Brewery Lane was destroyed by fire on Aug. 25, 1921.

✓ **The Placer Herald**, the state's oldest continuous newspaper now in Rocklin, became Auburn's first newspaper with its first issue Sept. 11, 1852. It was later printed on the first press brought to California. In the first issue, editor Tabb Mitchell wrote "Without friends to reward or enemies to punish, we come among you and trust our coming may be pleasurable and profitable to all. In all matters of religious or political concernment, the Herald will be free and independent."

**The Auburn Lodge** of the Independent Order of Odd Fellows (I.O.O.F.), the seventh in the state, was chartered Oct. 24, 1852, in the upper story of a wooden building on Washington Street. Its current brick building on Lincoln Way was dedicated Feb. 22, 1895.

✓ **Auburn** is the only city in the state to be incorporated twice (1861 and 1888), and, the only one to be the county seat of two different counties (Sutter and Placer) and the only one with two non contiguous land islands (airport and sewer plant).

✓ **1957 Auburn Team** plays in Little League World Series.